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**Retrospective analysis of cross-cultural
differences in people's beliefs about strategies
for getting ahead in life – comparison of the
Czech Republic and Russia**

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Abstract

This thesis addresses the concept of getting ahead in life. Life success strategies are the set of subjective values which individuals consider to be important for achieving goals. Even though the perceptions of these strategies are flexible, there is a common pattern presented in different countries and it is changing throughout time. The main life success strategies for both populations of the Czech Republic and Russian Federation have been identified. The similarity of the factor formation can be seen for both countries; however, the variance of the strategies differs. The factor and regression analyses have been used for the identification of the strategies and the attributes which explain them. The paper can be also improved by extending the list of variables of economic attributes and individual social background. These attributes would be beneficial for future studies to fulfil the knowledge of the subject.

Abstrakt

Tato diplomová práce se zabývá konceptem schopnosti prosazení v životě. Strategie životního úspěchu je souborem subjektivních hodnot, které jednotlivci považují za důležité pro dosažení vlastních cílů. I když je vnímání těchto strategií různorodé v odlišných zemích, existuje společný vzorec, který se mění v průběhu času. Hlavní strategie životního úspěchu jsou určeny, jak pro obyvatelé České republiky, tak pro obyvatelé Ruské federace. Podobnost tvorby těchto faktorů jsou vidět u obou zemí; rozptyl strategií se však liší. Pro identifikaci strategií a atributů, které je vysvětlují, jsou použity analýzy faktorů a regresí.

Tuto diplomovou práci lze rozšířit o seznam proměnných ekonomických atributů a individuálního sociálního zázemí, které mohou dotvářet celkové znalosti o předmětu.

Klíčová slova

Mezikulturní rozdíly; vnímání úspěchu, strategie, prosazení se v životě, sociální normy, vzorce chování; kulturní příslušnost; hodnoty; postoje; sociální skupiny; rozdílnost mezi faktory.

Keywords

Cross-cultural differences; perception of success, strategies, getting ahead in life, behaviour pattern; cultural affiliation; values; social norms; attitudes; social groups; differences between factors.

Range of thesis: 53 pages, 96 th. symbols.

Declaration of Authorship

1. The author hereby declares that he compiled this thesis independently, using only the listed resources and literature.
2. The author hereby declares that all the sources and literature used have been properly cited.
3. The author hereby declares that the thesis has not been used to obtain a different or the same degree.

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1. Introduction

Life success is the individual's perception of achievements in various spheres of life (social, political, family, labour, etc.), which can be measured both objectively and subjectively. The content of subjective ideas about life success is related to the individual characteristics and values of a particular person because each individual identifies the key aspects of success in their own way. For some people, success is equal to career growth, for others – having a family with kids is a key to making themselves successful, and for some people – success means being perfect in all spheres of life. As for the objective measurement, it is also generated from the subjective characteristics, however, it also involves the assessment of the established perceptions of success in the population's mind. In general, success must be accompanied by social recognition of both the individual who achieved it and his or her achievements. In addition, more broadly success can be defined as a simple positive result of an individual's work.

The relevance of this work is high due to the fact that in the process of social change, social norms are being transformed, and thus the behavioural practices of individuals take place in different societies, and in particular, those related to strategies for success as well. Achieving success in life is the incentive for people that determine their behaviour in a given life- or work-related situation. The perception of success in life is demonstrated not only by individual patterns of individual behaviour but also by the problems that exist in a particular society. For example, for societies with high unemployment rates having a job in a prestigious company means that this individual achieved success in a concrete society. Also, the demonstration of an individual's success in society is often a reflection of his or her social status in society. This can be expressed in human actions, manners, behaviour, and habitual practices. Separately, it can be emphasized that in different countries such practices are distributed differently.

The attention of scientists was focused only on certain issues related to the achievement of success in life, however, its comprehensive study was not carried

out. At the same time, only some data resources are available for cross-cultural studies of strategies for achieving life success in sociology, however, the complex research and comparison of Eastern and Western Europe has not been conducted yet. In addition, for sociological analysis, it is important to explore the basic strategies for success in life and their factors, because they shape the attitudes and actions of individuals in specific social situations.

Therefore, the main research questions of this work are the following:

- What are the main factors that, in the opinion of the population of different countries, influence the achievement of life success?
- Do such perceptions of different categories of the population differ? If so, how?

The object of this study is the population's perception of strategies for success in life, and **the subject** is the retrospective cross-cultural differences of these perceptions.

The study aims to establish retrospective cross-cultural differences in people's perceptions of life success strategies.

The main tasks of this paper are:

- Conceptualize the concept of "strategy for success in life".
- Identify the main achievements of the study of life success strategies.
- Identify the main strategies for achieving life success of the population in different countries.
- Find out the factors of perceptions of life success for people in different countries.
- Analyse and identify the retrospective differences in the perceptions of different countries.

The study used general scientific methods (theoretical analysis and synthesis, comparative analysis) in the development of existing foreign and post-Soviet research strategies for success in life. Quantitative analysis of data sets

was also performed to test research hypotheses. A number of statistical methods of data analysis were used, including descriptive statistics to establish significant attributes for success in life, factor analysis to determine the main strategies for success in life, as well as correlation analysis to identify the relationship between strategies and regression analysis to identify key factors strategies for success in life.

The empirical basis of the work will be the modules "Social Inequality II, IV and V" (Social Inequality II, IV and V), the International Social Survey Program (ISSP), which were conducted in 1992, 2009 and 2019. The sample of the study is representative of the population aged 18 and older. The data analysis used an array for the Czech Republic (N: 1992 = 847, 2009 = 1083, 2019 = 1924) and Russia (N: 1992 = 927, 2009 = 1169, 2019 = 1597).

The main hypotheses of this work are:

1. The majority of the population of Russia and the Czech Republic consider the socio-economic strategy to be the key one for achieving success in life.
2. The majority of the population of Russia considers bribes an important way to achieve success in life, in contrast to residents of the Czech Republic.
3. The population of Russia is less focused on the strategy of success in life, which is based on the ascriptive traits of the individual, than the inhabitants of the Czech Republic.
4. The main factor for explaining ideas about strategies for achieving success in life for all countries is the financial component (own and family total income, as well as access to tuition at an elite university).
5. In 1992, people tend to choose economic factors as the important ones for achieving success in life. At the same time, as an impact of

post-communist transformation, the population of all countries choose education as a vital success attribute.

6. In 1992 both Czech and Russian society had similar main strategies for getting ahead in life, while in 2009 the economic strategy prevails in Russia, and Czech society considers personal achievements as the main for achieving life success.
7. The strategies of 2019 for both countries can be explained through the age of respondent, sex, and years of full-time schooling. In addition, they can be explained through each other.

2. Theoretical overview of strategies for getting ahead in life

2.1. Classical and European approach to identify the strategies for getting ahead in life

Strategies for getting ahead in life are available to each individual, but as well as ideas about success in general, are quite diverse. In the process of interpersonal interaction, these strategies can be transformed, but they are already embedded in the process of primary and secondary socialization. They can be quite diverse depending on the values and orientations of the individual. The idea of these strategies in individuals often helps to determine further interaction with each other. However, it is important to start with the basics, to consider different approaches to the study of the concept of success, and then choose your own concept of strategy for success in life, which best describes this phenomenon in the context of this research.

Success, according to the glossary, is:

1. Positive consequence/outcome of work, business;
2. Significant achievements, luck;
3. Public recognition, approval of something, someone's achievements;
4. Achievements in learning, in the study of something (only in the plural).

When conceptualizing the concept of "strategy for achieving success / getting ahead in life", various concepts are available. Although, despite the diversity of definitions, all of them state that its content may vary from person to person. Also, natural inclinations to a certain task or ability determine the further life and decisions of the individual at all, as well as success as a component of life. These abilities determine the process of choosing a job for a person, because, for example, the higher the level of abilities a person has in the field of physics and mathematics, the more likely he is to choose a profession directly related to it. Also, in "The Role of Values in Rational Choice Theory" (Hetcher, 1994), Michael Hetcher notes that in setting and further achieving their goals, the individual will make the most of his or her available capabilities and abilities. All this is directly related to the fact that a person will want to get the maximum possible reward for their actions.

The phenomenon of success is also the characteristics of the individual in the social groups. According to Bourdieu's theory of social field and capital, individuals in society are in a particular arena of competition in order to achieve a more privileged position in society. In his opinion, success is explained by the availability of sufficient resources for a person to achieve his goal (or to increase his profits normally). This theory is relevant to the study of strategies for achieving economic success, which is related to the possibility of owning status things that reproduce the achieved position in society.

Research on strategies for success in sociology can be found in works of such scholars like Max Weber, Anthony Giddens, Peter Berger, Thomas Luckmann, George Herbert Mead, George C. Homans and Alfred Schütz. Underlying the concept of "success in life", they invest in objective and subjective factors, indicators of material achievement and other aspects. Objective factors usually include typical perceptions of the population about success, and subjective factors are those that are measured by indicators of the individual's own feelings about happiness, well-being, success, and life in general.

Each individual has their own system of values, including well-thought-out strategies for success in life. Perceptions of success in life vary depending on age, gender, social background, and a number of other factors. For example, in M. Weber's work "Protestant Ethics and the Spirit of Capitalism" (Weber, 2001) the question arises that a person during his life suffers from the question of whether he or she is elected. This is needed in order to reach the level of inclusivity and take certain actions that can help in the process of achieving success in life. For example, an individual in the course of socialization learns the norms of the community and its characteristic patterns of behaviour. These patterns also include attitudes and actions that are perceived by society as those that can help a person in obtaining certain benefits and recognition. The basic strategies for achieving success in life are usually created by society itself, which are later transformed into individual attitudes.

Ideas about the formation of factors for success in life can be seen in the works of George Mead. During interpersonal interaction, clear gestures and patterns of behaviour are formed for all. If we consider the process of creating social behaviour, we can see that after the stage of the game (people imitate the actions of others without thinking about what should be done and why) at the stage of competition people understand that when performing certain actions, they will receive some incentives and benefits, and at the stage of generalized other individuals form expectations in relation to representatives of certain statuses. Taking into consideration these incentives, people can have an idea of whether an individual has succeeded or not (Mead, 1913).

George Homans, the founder of the theory of social exchange, argued that personal interests for individuals are a form of motivation. For individuals, the main thing is to achieve maximum satisfaction and success from their actions and avoid unpleasant moments. People tend to do activities that will help in achieving a goal that can be seen as achieving success in life. The researcher also noted that in the process of social interaction, individuals can sacrifice some of their

interests if they see a more positive reward for them in future (Homans, 1961). In general, the success of an individual, according to Mr Homans, is a three-phase activity, which includes action, reward for it and repetition of this action (or similar action to achieve this effect). Also, if an individual sees a reward for certain actions, it is very likely that he or she will repeat this action again. Such a trend will lead to the fact that the individual will reach a positive level in the field of their activities, which in turn can be perceived as a successful person. It is also worth mentioning that in the works of Alfred Schutz (Schutz, 1967), Peter Berger and Thomas Lukman (Berger and Luckmann, 1991), everyday life is seen as the orientation of individuals to such standards and norms that are socially consistent and approved. With such standardized interaction, people are most likely to get a successful outcome. The classical approach to the identification of the main strategies in life is a basis that can be used as a reference point for current data analysis. However, the perception of these concepts can be used differently, and the research design may vary.

It is also known that each individual group certain attributes so that, consequently, they form a value and purpose for a person. They can be grouped by different characteristics. As an example, I would like to present the sociological study "Aggregate Capital, Its Structure and Relation to Labour Migration" (Latvia, 2013) which was conducted by the Institute of Sociological Research of Daugavpils University and in particular by Vladimir Menshikov, Eduards Vanags and Olga Volkova in 2012 (published in 2013), N = 800 people (population of Latgale, aged 18+ years, the sample is representative). According to this study, strategies for achieving success in life are 4 groups (Volkova, Vanags, & Menshikov, 2013a):

1. Success based on socio-political connections. This type is based on communication with the "right people", politicians, etc. Also, this list includes bribes as a way to relatively easily succeed in a particular area of life, but it should be noted and emphasized that

despite the fact that this method is illegal, it can be commonly used in particular societies, especially the post-Soviet countries like Russia.

2. The "classic" version of success. If you study successfully, work hard, strive to achieve more – this is an ideal strategy for achieving success. Here the main role is played by individual ambitions of the person, and, unlike the first point, everything is reached by own forces and legally without the involvement of third-party assistants.
3. Natural/innate success. This type implies that in the presence of wealthy, influential and well-educated parents, the individual in most cases will succeed in life. Also, to this category, the individual's innate abilities can be added as well (for example, some extraordinary flexibility that is needed for gym classes, amazing ear for playing the violin)
4. Success related to the cultural affiliation. Religion, race, ethnicity, gender, or gender – all these characteristics can both promote the individual and cause further stigmatization. Such a strategy is more difficult to measure because it is almost impossible to create its correct operationalization. However, this type can be measured as a subjective perception of an individual who faces some discriminatory actions in his/her way of achieving success.

Such groups are singled out for a reason because each of them presents a generalized idea of certain categories of people on how to achieve success in life. Based on these factors, an analysis can be made and the most common ideas of people in different societies about the factors of success in life can be identified. Also, it is interesting to check the importance of bribes in achieving success due to the fact that it is a less common phenomenon for Europe. This research enables us to see how the tools which were used in the particular specific group will work

in the analysis of the population of the Czech Republic and Russia and will bring additional value as a reference categorization that may be reflected in one of or both countries of the current research.

The concept of "social success" can be considered as a significant result of social activity of the individual (successful activity in public organizations, political sphere, etc.), but it cannot be equated to the concept of life success, because, in general, it is more complex than success in a specific social sphere. There are many classifications aimed to distinguish the internal (subjective) and external (objective) indicators and to measure this concept. When the population's orientation is considered, it should be borne in mind that it gives individuals a sense of subjective well-being and success.

Research "Fair" Inequality? Attitudes toward Pay Differentials: The United States in Comparative Perspective" has the main focus on whether there really is a difference in attitudes towards economic inequality between the U.S. population and other countries. This article began with the conceptualization of inequality because it is noted that the issues in ISSP have a focused way of distinguishing between individual value advantages to achieve egalitarian results (Osberg, Smeeding, 2006). Attention is focused on issues about employment, the balance between actual wages and what should be, and the issue of income in general. According to the study, it was found that the U.S. has greater wage inequality than other developed countries. In general, the population of America does not differ from other countries in regard to the inequality issue in pay, however, there is only a comparison of average and median values. It is worth noting that American society is prone to polar responses and attitudes, which can average the overall picture of the results. The result of this work shows that the different research perspective and available variables may bring additional value to the research. It is important to keep in mind that the longer and more complex the list of variables is, the deeper analysis can be done. The economic variables

are presented in all waves of the International Social Survey Programme, which will be used for the empirical part, (for example, the importance of having a wealthy family), therefore the importance of the economic sphere of life can be tested as well.

In the article “Education as a Strategy for Life Success in the Postcommunist Transformation: The Case of the Czech Republic” Petr Matějů and Blanka Rěháková mention that post-communist countries like Poland, Hungary, the Czech Republic, and Slovakia had developed the idea of success based in principles of education, position in the society and the rewards. The higher each of the points the higher social status and success the individual has. However, during the communist rule, it was established that people can be promoted particularly based on political criteria because the people’s attitude towards the communist party and close connections with its members gave others the opportunity to be promoted not only in political career but also in other spheres of everyday life (Matějů, Rěháková, 1999). This connection to the political ideology created a huge inequality gap in society. It is claimed by researchers that this post-communist impact cannot be eliminated only by cancelling the main cause of the issue – Communist Party, however, it is the huge work to be done within society to eliminate these ideas of getting ahead in life and set up different approaches to this.

The theory of Petr Matějů and Blanka Rěháková includes the fact that political and/or social transformations in the country lead to the eliminating of certain strategies to achieve success in life. For example, in the case of the Czech Republic, the idea of getting ahead via having political communist connections was devaluated and was not considered valuable if the individual wanted to achieve the success. However, since the redistribution of the educational places was taken in place, it played a sufficient role in the wage distribution which is the key factor for prospering inequality. This research included International Social

Survey Program Module which will be analysed further in this work, however, in this research only educational factors were evaluated. In addition to this data, surveys like “Perception of social justice, 1991”, “Transformation of social structure: Czechoslovakia, 1991” and “Family, 1989” were used. As independent variables, variables of occupation and income were taken. After the regression analysis, it was identified that inequality in income increased from 1989 to 1992. Especially, women got less paid in comparison to men. Also, the level of satisfaction increased when the educational level is higher. People started having an adequate amount of wage for the work they performed. Although the economic return had taken place, society was dissatisfied and felt underpaid (Matějů, Rěháková, 1999). This research is a great example of the retrospective approach to studying life success strategies due to the fact that various data was used. At the same time, it can be an obstacle that shows us inconsistent data because the approaches to evaluation are different, but it gives us a broader picture of what success meant in the 1990s.

Summarizing the above approaches to the study of success, I would like to note that in this thesis, life success is explored as a set of ideas (strategies) of individuals about achievements in life, as well as subjective feelings associated with assessing the factors leading to the desired goals. Individual attitudes and their value system form a specific set of strategies that help them achieve their goals and get ahead in life. In general, strategies for achieving success in life can be considered at both subjective (internal attitudes) and objective (external factors, such as the level of financial security of the individual) levels. Also, when researching people's perceptions of success in life, it is worth considering which success is in focus – individual (purely subjective assessment) or social (subjective assessment based on social standards inherent in a society).

2.2. Post-Soviet studies of the getting ahead in life strategies

Considering the fact that in this work Russia is in the focus of the research as the CIS (Commonwealth of Independent States) country, it is important to identify which progress and place this topic has in the modern sociology of CIS and what the key findings of local scholars are.

Social researchers define the concept of "life success" in different ways, so the variability of definitions is quite large. For example, the researcher Benjamin Vinkov in the article "Perceptions of life success: the state of development of issues in social psychology" (Vinkov, 2015) provides the following definitions and interpretations of life success and success in general, referring to a number of authors:

- Success is a cognitive-affective self-evaluation complex with several values. In particular, it is a real result of the material standard of living, status, as well as subjective experiences associated with the assessment of existing achievements (Baturyn, 1999).
- The study of the phenomenon of success should take place at the external level (level of material and social well-being) and internal one (subjective assessment of individual satisfaction with life) (Mazylova, 2010).
- The internal level should also include a sense of harmony of the individual's life, satisfaction with the acquired benefits, a positive worldview, the absence of feelings of uselessness in life (Klyuchnikov, 2002).
- A distinction should be made between objective success, which is assessed by the environment, and subjective success, which is a set of human judgments about one's achievements and measured by the level of satisfaction with the results achieved (Hammer, 2008).

- There are two characteristics of success. The first is that success is embodied in the norms, criteria, assessments, statuses that exist in a particular society, and the second – in the personal experience of the individual of the results of their actions (Mishchenko, 2013).
- It is worth mentioning that Katherine Melashchenko also emphasises the importance of gender-role strategies for getting ahead in life. According to the researcher, women are characterized by an orientation towards realization in the interpersonal sphere, while men are interested in achieving a higher status in society, as well as self-realization in the career and economic sphere in general (Melashchenko, 2009).

According to the researcher Mykola Shulha, when the socio-economic structure of society changes, the number of bureaucratic steps increases, which in turn encourages the desire of individuals to succeed (Shulga, 2008). In such circumstances, a person directs his or her actions only to conquer new heights. The lifestyle itself can be fully focused on success, for example, habits, daily practices of the individual, behaviour, in general, can only represent a focus on achieving goals. In the information society, the main form of success is popularity (recognizability). He conceptualizes the concept of "success", taking into account various aspects. The main explanations which he uses are:

1. Success is the effectiveness of an individual's actions in the social environment;
2. According to public opinion, success is the persistent reproduction and realization of personal abilities;
3. Success is a human activity that unfolds in a social environment that has and shares certain collective ideas about the standard of

assessing success and perceives and recognizes the results of this activity as an achievement (Shulga, 2008).

It is worth noticing that the cultural affiliation is not reflected in the research of the scientists who are based in the post-Soviet countries. This finding can be also reflected in the Russian case and the ascriptive factor can either be not available as a separate unit or be a not important strategy in life. Comparing to European and American studies, this attribute seems to be missing and identified as a minor.

In general, Mykola Shulha claims that this concept is a changing and temporary phenomenon, which directly depends on the typical notions of success that prevail in society. According to him, the focus on time is also related to the focus on success, because individuals who are focused on getting ahead in life, direct their actions to the future (Shulga, 2008). This determines the lifestyle of the individual and also differentiates depending on age and period in life as a whole. For the older generation, who were brought up during the Soviet era, the main factor of success, for example, is obtaining a university degree, while for young people, education is perceived as an aid to success, but not as a major attribute. Young people believe that the path to success lies through a certain uniqueness and luck, and adults – through the prism of constant repeated efforts to a particular cause.

It should be noted that in today's environment, people are not perceived as successful and losers, life is identified with the game and a new concept of "loser" – "one who has no prerequisites for success and is in a hopeless situation" (Shulga, 2008), and this statement is a relatively underused term to describe the achievement of success in life. This brings us to the fact that strategies for success in life are part of a popular economic concept – game theory. This is an economic theoretical concept for understanding social situations among competing players.

Despite its name, this theory serves not only to describe game situations but is a kind of science about the strategy of rationalizing their actions to "win" in any socio-economic situation. (Neumann, Morgenstern, 1944) The game in this case is any set of circumstances, the outcome of which depends on the two actors/players and all their actions are aimed at success.

In Russia, there were several local research programs connected to life success strategies. This topic was investigated among the young category of society and the main task was to identify the key values of a new generation. Among all the values there were numerous questions about survival strategies – how young category of people is going to survive the crisis and the country and which factors will help them to achieve desired success. In the research of Lilia Rozhkova and Arkadiy Marshak “Life success in the perception of Russian youth”, the secondary data analysis of the previous research was done. Professors identified that life success is critically connected to life success strategies (Rozhkova, Marshak, 2015) It means that in the 2000s Russian youth believed that initially, it is important to have a plan for their development. These strategies included the importance of individual’s efforts, personal education, and the financial well-being of the family. In addition to the last attribute, youth tend to believe that it is important to have connections in order to achieve success. Moreover, in this research it was identified that 46% of the sample had claimed that in case their life success would require to abandon the moral convictions, they are ready to do that, 33% will decide if they have such situations in their lives, and only 16% of the youth claimed not to give up their principles for achieving success. These numbers also match with the research of M.K. Gorshkov and F.E. Sherega: 55% of young people agree with the statement that "the modern world is cruel, and in order to succeed in life, sometimes it is necessary to overstep moral principles and norms" (Gorshkov, Sherega, 2010).

In the research paper “Russians’ life goals and strategies in a passionarity context” Natalia Sedova decided to make the research separating society into two mentality groups of passionate activists and passive laymen. These groups showed the types of success strategies that are inherent for each of the types. For a clearer understanding of the study results, it is vital to mention that the sample included 22% of passionate/activists type, 24% – passive/laymen, 53% – the mixed group which had both types randomly combined (Sedova, 2016). This enabled researchers to equalize the sample. The main success factors which are applicable to both groups are family- and relative-oriented: having a happy family, having loyal friends, teaching own children in a proper way. Some differences are visible in these results, however, as far as they are slight, they can be considered statistically unimportant. These findings can be either approved or rejected during the statistical analysis because some of them are presented in the ISSP research design. Some of them are slightly different (for example, teaching children and important to have good education), or simply missing (for example, the importance of having loyal friends) but generally this research represents another angle of the topic and at the same time overlap with the focus of this research. From my point of view, this research is oriented on the identification of which strategy is more profitable in financial and political ways. The main conclusion was the following: people with a passionate type tend to have goals connected to their own business, being the rich individual, having a high position in the society/being popular and having the access to power both political and financial. Altogether, it is visible that in the first place interviewed Russians evaluate the success of financial well-being and, for the passionate type of personality all the factors are highly important to consider themselves as successful individuals. Also, success is identified by personal achievement and these people have an internal locus of control, while for an unpassionate type of mentality the external locus of control is preferable.

However, summarizing all the above, I believe that the success of life and the process of getting ahead are equated by individuals to achievements in a particular area of life, taking into account the internal orientations and subjective feelings. Also important is the concept of "age role expectations" provided by Natalia Panina (Panina, 1995, as quoted in Sokhan, 1995). It means that according to the age of the individual, among the population are formed expectations about the level achieved in life. If a person has achieved more than expected for a certain period of time, he is considered successful, and vice versa – if a person has not met the expected minimum, then others consider him a failure. A good example of exceeding age-related role expectations is a 17-year-old boy who has earned millions on cryptocurrency or creating new software, and a failure on the part of the population can be a situation where a 45-year-old person lives without a permanent job and economically dependent on other people.

In addition, it is important to emphasise that these strategies are generally applicable, however, they might vary in different research. Kateryna Lebedinska in the research "Life success strategies in the modern Ukrainian village – the example of Kharkiv region" describes that the life success strategies have been replacing the survival strategies. The researcher had the aim to identify which factors are considered to be successful in Ukrainian village and, to investigate their implementation in the practice. Surprisingly, the identified strategies vary from the ones which are identified in global studies. The success for the peasant of the village is to migrate outside the region and become the city citizen, while the general success strategies include in themselves actions to improve the life not leaving the boundaries of the place of living. As far as the young village population gained an access to the media (e.g., television, internet, social networks, etc.), the picture of the glamorous and fancy city life is the attribute that attracts them and pushes towards migration (Lebedinska, 2014). The migration itself is the strong mechanism and factor which identifies personal

success in the village. Migration can be either permanent or every day (living in the village – going every day to work in the closest city), nevertheless, at the very end such people considered to be successful in the eyes of their neighbours. This leads to the conclusion that newly achieved practices in the city are the reference point and the orientation for locals who want to achieve success in life. The higher social development, easier access to new technologies, wider job market, higher salaries, a bigger number of institutions (from education to political) – all these factors form the idea that if you are physically closer to access all the goods, you automatically have gotten ahead in the life in comparison to your previous status. For people who decide to stay in their village, the main success strategy is to be an excellent farm owner and prosper in the financial aspect. In addition, one of the 3 villages which were in the focus of the research had a key building – sport complex of football club Metalist. That is the reason to identify one more successful strategy – a situational one. During the football championship, Euro-2012 biggest part of the population was involved in the works around the championship. It positively impacted the economic situation of the village overall and each family particularly. As the strategies of the city and village peasants may vary, this research will give us the area of opportunity and reference for further development of the success strategies research.

In classical and post-soviet sociology the strategies for getting ahead in life have not been fully researched. The studies represent the people's notions in the concrete context (e.g., in the village/city, country, etc) or group (students, workers, etc.). Empirical studies are representative; however, the nation-wide and cross-cultural differences have not been investigated. In the next section of this work, the strategies will be statistically calculated, compared within itself and retrospectively to identify if there are any statistically significant differences which can be seen if social and economic factors play an important role and if there are any further developments which can be implemented afterwards.

3. Empirical research of strategies for getting ahead in life

3.1. International Social Survey Programme. Social Inequality modules

International Social Survey Programme (ISSP) was created in 1984 in Australia, Germany, Great Britain, and the US. This programme includes different country members in annual surveys. Surveys are conducted on diverse topics which are important for social sciences and understanding the social trends. One of the modules which are conducted on a regular basis is Social Inequality. This survey was conducted in 1987, 1992, 1999, 2009 and 2019. For this research paper, 1992, 2009 and 2019 data will be used. As far as it was confirmed by the ISSP team, some of the modules have not included all the needed variables for analysis, therefore in this paper 1999 data will be excluded because it has only two variables out of 11, for 1992 the only one variable which is missing is the importance of giving bribes.

The ISSP team is the only public opinion poll that includes issues that can characterize and quantify the degree of equality of opportunity in the perception of respondents from different countries, and allows analysing the strategies for getting ahead in life in different categories of individuals allocated by age, gender, employment, values, etc. As noted in the study "International comparison of subjective notions of inequality of opportunities" (Atkinson, 2009a), even with a simple analysis of the perception of inequality in achieving life's success, it can be traced that there are a number of other reasons that form the attitude of people to certain strategies for achieving life success.

Overall, from the second and fourth modules in the following analysis the next variables will be used:

“How important is:

1. coming from a wealthy family;
2. having well-educated parents;

3. having a good education yourself;
4. having ambition;
5. hard work;
6. knowing the right people;
7. having political connections;
8. a person's race;
9. a person's religion;
10. being born as man/woman";
11. giving bribes (available in 2009 and 2019);
12. having natural ability (available only in 1992);
13. political beliefs (available only in 1992);
14. region individual comes from (available only in 1992).

The Czech Republic and Russia were chosen for analysis to represent which differences these countries have in the beliefs regarding getting ahead in life. 1992 data represents the ideas of Czech society just after the Velvet Revolution and after the long period of being under the Soviet occupation. After all, the countries have been going the separate development ways which means that each society has formed its attitudes, norms, traditions, and beliefs. The comparison of data of 1992, 2009 and 2019 will show the development of the ideas and attitudes in the 27-year timeline.

In addition, all the questions have the inverse measurement scale, therefore for further analysis, all variables included will be recoded into the following scale: 1 – not important at all, 2 – not important, 3 – somehow important, 4 – important, 5 – very important. The middle answer like “neither important not unimportant” are not available in the initial scale, which means that respondents were obliged to choose the side for each of the attribute. This scale was also tested in the research mentioned previously in the theoretical part. In the study "Aggregate Capital, Its Structure and Relation to Labour Migration" (Latvia, 2013) which was conducted by the Institute of Sociological Research of

Daugavpils University and by Vladimir Menshikov, the same measurement technique was used.

3.2. General attitudes of the Czech and Russian societies to attributes in 1992, 2009 and 2019

The attitudes and the evaluation of success are undoubtedly changing the value in life. Each individual has their own set of values and identifies the priority personally. Some groups of people can identify success through financial well-being, others – can consider themselves successful only after certain personal achievement (for example, have family, hobby, etc). However, some of the success attributes can be considered as socially desirable. Further, it will be identified and described if these features are considered to be important for people.

After having conducted the statistical research, the rankings for Czech and Russian citizens in 1992, 2009 and 2019 were identified.

The Czech Republic 1992			
Importance of...	N	Mean	Std. Deviation
Hard Work	1094	3.98	0.91
Ambition	1077	3.68	1.04
Natural Ability	1085	3.67	1.00
Right People	1083	3.58	0.98
Good Education	1081	2.99	1.16
Wealthy Family	1076	2.59	1.12
Political Connection	1041	2.34	1.05
Well-Educated Parents	1076	2.33	1.02
Political Belief	1019	2.33	1.07
Gender	1070	2.05	1.07
Region	1073	1.97	0.97
Race	1059	1.78	0.90
Religion	1064	1.56	0.83
Valid N	847		

Tab 3.2.1. Representation of beliefs of Czech society in regard to success attributes in 1992

As it is visible from table 3.2.1. above, back in 1992, Russian and Czech populations had the same set of important attributes for getting ahead in life. For Czechs, the importance of hard work, having ambitions, personal natural abilities and education were considered as important for getting ahead in life. In addition to that, ascriptive features like gender, race, religion, and the region a person comes from were considered to be not important. These results show us that the set of personal and economic attributes are important for the Czech population in process of getting ahead in life. Also, it is worth noticing that the Czech population had a clearer vision regarding the success strategies. It can be explained due to the fact that there is a visible gap between top priorities and the lowest positions in the rank. People can strictly differentiate which attributes would help them in the life success achievement.

For the Russian population in 1992, the situation is slightly different. As it is visible from table 3.2.2, the population tend to choose almost all attributes as somehow important and higher. This can be a sign of the uncertainty of people's ideas and attitudes. Of course, in case an individual has all indicators that considered to be present in a "successful life", it boosts the chances of a person to be more successful. In 1992, in Russia political beliefs, race and religion were evaluated as not important and not important at all. Political beliefs in Russian society after the Soviet Union collapse were homogeneous and there were a limited variety of political parties. That is the reason why political belief was not considered to be important as far as the difference in opportunities was not feelable then. Also, in 1992 the treaty of Federation was signed, and different republics were included in Russian Federation, this treaty created a diverse religious environment, however prior to that treaty the main religion was Russian Orthodoxy, but now the situation has changed, and Russia has become more multicultural and multireligious.

Russia 1992			
Importance of...	N	Mean	Std. Deviation
Natural Ability	1847	3.95	0.96
Right People	1888	3.79	1.08
Hard Work	1874	3.61	1.16
Good Education	1879	3.43	1.15
Ambition	1650	3.20	1.15
Wealthy Family	1774	3.15	1.29
Well-Educated Parents	1843	2.92	1.22
Gender	1982	2.70	1.03
Region	1979	2.42	0.92
Political Connection	1405	2.39	1.29
Political Belief	1469	2.07	1.06
Race	1702	1.71	0.93
Religion	1666	1.54	0.86
Valid N	927		

Tab 3.2.2. Representation of beliefs of Russian society in regard to success attributes in 1992

To sum up, I would like to mention that attitudes of both Czech and Russian societies tend to choose the same attributes as important ones for getting ahead in life. The general perception of the ideas can be explained by the common past and the recent separation at that period. The influence of the Soviet occupation was visible in educational plans, imposed knowledge and overall social and political situation. People had to adjust their perception so they could fit into the pattern of Soviet mentality and get ahead in that model of life.

In 2009 data, after 17-year of the initial analysis, some of the variables were excluded from research, so there are missing the following attributes: natural ability, political beliefs and region person comes from. From tables 3.2.3 and 3.2.4, it is visible that the top-4 of attributes are evaluated by both nations in the same way. The attributes of hard work, ambition and good education are the standardized beliefs for people that are trying to achieve life success.

The Czech Republic 2009			
Importance of...	N	Mean	Std. Deviation
Hard Work	1197	4.06	0.90
Ambition	1196	3.91	0.95
Right People	1193	3.61	1.01
Good Education	1196	3.40	1.10
Wealthy Family	1199	2.74	1.19
Political Connection	1176	2.66	1.18
Well-Educated Parents	1193	2.64	1.07
Race	1185	2.49	1.17
Gender	1183	2.42	1.19
Bribes	1145	2.18	1.15
Religion	1184	1.77	0.99
Valid N	1083		

Tab 3.2.3. Representation of beliefs of Czech society in regard to success attributes in 2009

Russia 2009			
Importance of...	N	Mean	Std. Deviation
Hard Work	1587	3.86	0.99
Good Education	1585	3.85	0.92
Right People	1567	3.71	1.03
Ambition	1497	3.58	1.02
Well-Educated Parents	1561	3.15	1.06
Wealthy Family	1543	3.11	1.18
Political Connection	1445	2.76	1.28
Bribes	1360	2.57	1.21
Gender	1504	2.14	1.13
Race	1496	1.96	0.96
Religion	1495	1.71	0.89
Valid N	1169		

Tab 3.2.4. Representation of beliefs of Russian society in regard to success attributes in 2009

However, the important attribute which appeared in this wave of research is the importance of bribes. The Czech population evaluates this variable as not important and it is located at the bottom of the scale, together with gender and religion. On the other side, in Russia people evaluated this attribute as somehow important as far as this can be the reason why people receive certain goods and

benefits in the society. The culture of bribes is strongly implemented into the social relationships and sometimes this action may be seen as an action of good will and gift, not as illegal action. This leads to the point that bribes cannot be considered as bribes themselves, therefore we can assume that the somehow important may be not the highest evaluation point and in real life, the referral to this technique is more frequent. In addition, people tend to cover the real attitude towards bribes because in society such a form of behaviour is deviant and can be judged. So, I would like to emphasize that bribes as an attribute are one of the most controversial among others due to their illegal and deviant characteristic.

In a 10-year period, the general trend for Czech and Russian nations remained the same. As far as in this wave the ambition variable was excluded from the research design, in the rankings, it was replaced by well-educated parents and represented the same trend from the last waves of research.

The Czech Republic 2019			
Importance of...	N	Mean	Std. Deviation
Hard Work	1918	3.94	0.95
Right People	1913	3.47	0.99
Good Education	1915	2.96	1.05
Well-Educated Parents	1917	2.57	1.05
Wealthy Family	1917	2.53	1.04
Race	1885	2.49	1.08
Gender	1900	2.46	1.11
Political Connection	1893	2.3	1.17
Religion	1904	1.98	1.08
Bribes	1862	1.92	1.06
Valid N	1787		

Tab 3.2.5. Representation of beliefs of Czech society in regard to success attributes in 2019

Russia 2019			
Importance of...	N	Mean	Std. Deviation
Hard Work	1582	3.89	1.01
Good Education	1581	3.75	1.03

Right People	1579	3.70	1.06
Well-Educated Parents	1565	3.11	1.16
Political Connection	1492	3.02	1.29
Wealthy Family	1538	3.00	1.25
Bribes	1405	2.15	1.23
Gender	1546	1.95	1.12
Race	1550	1.93	1.10
Religion	1536	1.73	0.99
Valid N	1246		

Tab 3.2.5. Representation of beliefs of Russian society in regard to success attributes in 2019

From tables 3.2.4 and 3.2.5, it is seen that for both societies, religion remains a characteristic that does not help in getting ahead in life. For Russia, the importance of race and gender is also under the value of 2, which means that Russians do not consider these attributes as impactful. This can be connected to various factors. On the one side, gender issues are the recently discovered field of studies for scientists there, which means that society has not taken gender into the consideration while evaluating life success chances. However, up to 30% of Russian women are underpaid in comparison to men at similar job position. In addition, society has not been able to clearly differentiate the difference between sexual orientation and gender. According to the policies connected to the propaganda of the LGBTQI+ movement, since 2013 it has been forbidden to perform any propaganda actions among the youth. As far as this policy is not specific enough and youth has free access to social media, for some content regarding gender identification this law can be applied. Therefore, society can mix up the definitions and evaluate things differently. On the other side, dramatic difference in access to certain positions in society has never existed in Russia and some of the post-Soviet countries. Back in times, during World War II, while most of the men were involved in active military actions, women should undertake their positions (often managerial) and maintain life at a stable pace. Women could easily access jobs in factories, while some of the positions required

strength and endurance which is often associated with men. After women showed their capability of performing such actions, it has not been under doubt that women can handle this. These both approaches together show that gender is not considered an important one for getting ahead in life, however, this statement is only true to the extent when we are analysing the sex of the person. When this would be related to the chances of representatives of the LGBTQI+ community, the situation would be different, however, this cannot be evaluated in this research due to the measurement limitations.

For Czech society, the importance of bribes in process of getting ahead in life is in the last place. In comparison with 2009 data, the value is below 2 which means that this attribute is not considered as an important one. Variable of political connection has also the place closer to not important, while in 2009 it was closer to somehow important value. As it is visible from the research the belief in personal efforts, education and family background became the attributed of the highest priority. External influence factors like political connection and receiving the profit from bribes are less valuable in the modern situation. Moving on to the hypotheses of this research, it is important to mention that the hypothesis “the majority of the population of Russia considers bribes an important way to achieve success in life, in contrast to residents of the Czech Republic” cannot be firmly confirmed or rejected because for Russian society this attribute is somehow important but not the priority one. However, for Czech society, it can be confirmed because at all waves of the program, in which the variable was presented, generally, bribes were considered as not important or not important at all.

Overall, the descriptive statistics show us the general attitudes of the societies. Even though as of 1992 the Czech Republic and Russia have been developing in different ways, the standard values are equally important for each country. This is an indicator that in general for residents of different countries there is a certain role model for achieving life success, which can also be called a

socially approved model of success. The only difference is in attitudes towards bribes can be explained through the social situation in countries. However, the similarities of the feedback during the basic analysis do not show us if the strategies are similar or there is a certain pattern that can be applied in various ways. The way of the factor formation can show how differently the ideas are settled in the mind of people and the logic behind this process could be captured.

3.3. Strategies for getting ahead in the life of citizens of the Czech Republic in 1992, 2009 and 2019

The difference between particular beliefs and complex strategy is that people tend to select all the options at once and in case they are not put into the circumstances of one-option choice, it would be complicated to identify the group of their beliefs. One strategy can represent family-oriented goals, the other can be focused on the economic factors and success connected to financial well-being, also, people can be politically oriented. The number of success strategies can vary up to the amount which is equal to the world's populations. However, by the virtue of longitudinal studies in the field of perception of social inequality and success strategies, it has become possible to identify the patterns which are presented in a concrete society. Based on the available datasets of ISSP of 1992, 2009 and 2019, the data reduction procedure was applied to identify the key strategies of the Czech and Russian society.

First of all, checking tables 3.3.1, 3.3.2, 3.3.3 it is visible that principal component extraction using direct oblimin rotation was used, and four factors with eigenvalues greater than 1 were extracted. These factors describe the dispersion of the answers in the following way: in 1992 52% are explained, in 2009 – 72%, in 2019 – 75%. In addition, the internal consistency (Cronbach's α) is presented for each factor. The usual strategies which were identified are the following:

1. Success strategy that is based on ascriptive characteristics, such as race, religion, gender;
2. Socially desirable strategy for getting ahead in life. This strategy includes personal hard, work, education and ambitions;
3. The strategy that is based on the financial and family background;
4. Political strategy for getting ahead in life. Also, this strategy includes bribes (for the data sets where this variable is applicable).

As far as the dataset for 1992 has different variables which are not presented in the next waves, it is important to pay the attention to the position of the variables such as region person comes from, natural abilities, political belief and personal ambitions (this variable also presented on 2009).

The Czech Republic 1992				
	Factor 1	Factor 2	Factor 3	Factor 4
Religion	0.75	-0.14	0.09	0.05
Region	0.65	0.16	0.03	0.06
Race	0.64	-0.10	-0.12	-0.09
Gender	0.57	0.02	-0.15	-0.04
Political Belief	0.46	0.07	0.08	-0.37
Hard Work	0.03	0.74	0.13	0.05
Natural Ability	0.04	0.73	-0.04	-0.13
Ambition	-0.25	0.46	-0.19	-0.32
Wealthy Family	-0.09	-0.27	-0.59	-0.41
Good Education	0.08	0.40	-0.66	0.29
Well-Educated Parents	0.10	-0.08	-0.80	0.00
Political Connection	0.25	-0.01	-0.14	-0.59
Right People	-0.01	0.13	0.09	-0.72
Cronbach's α	0.63	0.51	0.51	0.35

Tab 3.3.1. Principal component matrix of factors for the Czech Republic 1992

From table 3.3.1. above, it is seen that the variable of political belief was not added to factor 4 related to the political connections and importance of knowing the right people. After the manual simulation in SPSS and set up of the 5 factors, still this variable has not been separated from factor 1 and has not been

added to the last one. Political beliefs can be considered as one of the ascriptive characteristics of the individual. The political attitude is a partially inherited point of view because as social creatures, at the stage of initial socialization we are consuming the knowledge which surrounds us. Parent's lifestyle, thoughts, attitudes, behaviour, etc. – all of these have been reflected on us and replicated further. In the course of time, people change or more deeply establish their beliefs, however, they have a certain background of feelings and attitudes towards different life situations. The issue that political belief, region person comes from, religion, race and gender formed the one factor can be explained through the primary socialization process. Further, it is developing at the next stages and our surroundings and environment around make the adjustments in the future. In 1992 the political belief had almost the same meaning as your religious denomination, the region where you born, usually, this characteristic is attached to you due to the lack of options in such an environment.

In addition to the first factor, the second one is unique as well because it contains the natural ability variable. Its weight is 0.73, almost the same value as hard work. This factor is the representation of classical approaches to forming a socially approved strategy for getting ahead in life. The successful implementation of this strategy depends on the individual. It is obvious fact that natural ability can be presented as either physical phenomena (for example, the athletic body structure and height for basketball players, etc) or the internal capacity of doing anything (for example, writer's talent, memory, etc.). However, in combination with hard individual work and ambition, it makes a person able to develop individual potential and achieve success in a certain field of life. This is a strategy of self-made people whose path is considered to be based on personal motivation. Also, the effort is an element that forms this strategy and makes it socially approved and desirable.

In the case of 2009 (tab.3.3.2), it is visible that the set of variables slightly changed, there were removed variables of natural ability, region and political

belief, and the variable of bribes' importance appeared in this wave. This has not changed the results of factor analysis dramatically. The factor of ascriptive success strategy became clearer and lost the political belief and region in it. In 2009, this strategy is fully based on the importance of gender, religion, and race. All three elements have high loading values which represent that the variables inside the factor are assorted with each other. The second factor has not changed a lot, hard work and ambitions are the core elements of this strategy. As well as the strategy that is based on the financial and family background. This factor is formed based on the same elements as in 1992. In the last strategy, the bribes variable appeared, which proves the results received from the theoretical analysis that political connections and bribes attributes are most likely to be received in the same factor during the analysis.

The Czech Republic 2009				
	Factor 1	Factor 2	Factor 3	Factor 4
Gender	0.83	0.05	0.00	0.00
Religion	0.81	-0.06	-0.14	0.14
Race	0.80	0.09	0.12	-0.19
Hard Work	0.04	0.87	0.11	-0.03
Ambition	0.01	0.82	-0.16	-0.04
Good Education	0.01	0.39	-0.71	0.07
Wealthy Family	0.07	-0.18	-0.73	-0.17
Well-Educated Parents	0.02	-0.04	-0.86	-0.08
Bribes	0.24	-0.23	-0.07	-0.69
Political Connection	0.06	-0.08	-0.16	-0.76
Right People	-0.10	0.29	0.01	-0.81
Cronbach's α	0.75	0.71	0.74	0.74

Tab 3.3.2. Principal component matrix of factors for the Czech Republic 2009

Regarding the results received for the year 2019 (tab.3.3.2), the situation has not changed. However, there is a couple of difference with these datasets. First of all, the ambition value was excluded from the research design and that caused the appearance of only one significantly loading variable in the factor. So,

at the very end, the factor of personal efforts and ambitions is unified under the concept of hard work. It is obvious that hard work includes in it the importance of efforts, ambitions that person puts into some activity, however, it cannot be claimed that success also depends on the natural ability of individual. In addition, the loading value of religion in ascriptive strategy is still high, but the value is less assorted with other variables. The variable of religion correlates less than other variables, even though the value is 0.60 which allows to add it to the factor. Also, Cronbach's α is 0.76 which is an indicator of high consistency in the factor.

In the political strategy, the same trend with lower value takes place. The importance of bribes has a value of 0.38, which still correlates positively with other variables, but the connection is not strong.

The Czech Republic 2019				
	Factor 1	Factor 2	Factor 3	Factor 4
Good Education	0.92	0.18	-0.05	-0.12
Well-Educated Parents	0.86	-0.02	0.07	-0.02
Wealthy Family	0.63	-0.19	0.03	0.26
Hard Work	0.11	0.87	0.07	0.25
Race	-0.07	0.07	0.90	0.04
Gender	0.04	0.10	0.90	-0.13
Religion	0.10	-0.31	0.60	0.08
Right People	-0.05	0.28	-0.04	0.90
Political Connection	0.26	-0.40	0.07	0.57
Bribes	0.10	-0.54	0.30	0.38
Cronbach's α	0.77	-	0.76	0.653

Tab 3.3.3. Principal component matrix of factors for the Czech Republic 2019

To sum up the received factors during the analysis, it is clearly visible that the perception of the Czech citizens has not changed dramatically throughout the 27-year timeline. The factors vary only due to the fact that some of the variables were excluded from analysis and some of them were added. These changes have not impacted the structure of the success strategies. This represents stability in the views and attitudes of people. In all scenarios, the same 4 scenarios were

automatically generated, and the additional manual simulation of data reduction (3 or 5 factors) created the senseless groups.

3.4. Strategies for getting ahead in the life of citizens of Russia in 1992, 2009 and 2019

Different role models find their place within the society, and within several societies, the variance is higher. The formation of life success strategies is also based on the location of certain individuals. People tend to believe that the formation of the strategies has been impacted by the socialization processes. Therefore, the main aim of the following analysis is to check whether the same research methodology and variable would create the same set up of the strategies. If so or if not, it is important to check the pattern of its creation.

In the case of Russia, in comparison to the results of the Czech Republic, with the same principal component extraction using direct oblimin rotation used, only three factors with eigenvalues greater than 1 were extracted. These factors describe the dispersion of the answers in the following way: in 1992 49% are explained, in 2009 – 60%, in 2019 – 62%. For each strategy, the internal consistency was calculated. All the values of Cronbach's α are high, which shows us the consistency of the attributes within one factor and gives us an opportunity to create the indexes. The following strategies were formed:

1. Success strategy that is based on ascriptive characteristics, such as race, religion, gender;
2. Socially desirable strategy for getting ahead in life. This strategy includes personal hard work, education and ambitions;
3. The strategy of getting ahead in life based on the political connections and financial well-being.

In tables 3.4.1, 3.4.2, 3.4.3, it can be seen that the pattern of strategy formation remains almost the same over the decades. However, the most stable strategy is the ascriptive strategy for getting ahead in life. The attributes which

form the factor are political belief, religion, race, gender, and region a person comes from. The initial assumption was that political belief will be placed in the political strategy, however, as in the case of the Czech Republic, this attribute contributes to the ascriptive strategy. That is another confirmation that political belief is the attribute which is mostly formed while socialization. Unlike it was presented in the examples of studies in the theoretical part of this paper, this strategy is fulfilled with additional elements. In 1992, this factor is more complex due to the availability of some variables. In the further waves these variables are missing, therefore, the strategy itself is based only on religion, race, and gender attributes.

Russia 1992			
	Factor 1	Factor 2	Factor 3
Region	0.76	-0.14	-0.07
Race	0.74	-0.13	-0.12
Religion	0.69	0.02	0.16
Political Belief	0.65	0.19	0.12
Gender	0.51	0.08	-0.08
Hard Work	0.03	0.74	0.35
Good Education	0.08	0.72	-0.07
Natural Ability	-0.14	0.66	-0.06
Well-Educated Parents	0.08	0.55	-0.33
Ambition	0.14	0.32	-0.17
Political Connection	0.37	-0.01	-0.48
Right People	-0.04	0.06	-0.77
Wealthy Family	-0.04	0.05	-0.79
Cronbach's α	0.68	0.61	0.59

Tab 3.4.1. Principal component matrix of factors for Russia 1992

The situation with the remaining 2 factors is a bit more complicated. The socially desirable strategy of success for getting ahead in life is based on personal hard work, abilities, and ambitions, however, in Russia well-educated family and personal good education are included in (tab.3.4.1). The education of the individual is a valuable part of a success strategy based on efforts. Each person who is trying to achieve life success most likely will be enrolled on different

courses, study programs, and will promote and implement the idea of continuous development in life. Education cannot be the only factor that is essential for getting ahead in life, however, in cooperation with hard work and ambitions, these attributes can form the basis for further achievements. The importance of this factor will be identified later in the next chapter, but currently, it can be assumed that its value for Russian citizens can take the highest place.

The third factor of political and economic connections is based on attributes of political connection, knowing the right people and wealthy family. As far as only 3 factors were identified during the factor analysis, this factor can be interpreted differently. Unlike the Czech case, from one side, this strategy seems to be a combination of attributes that did not fit into the model of others. If these attributes would have been included in the first two factors, this would overload each factor even more than it is presented now. From the other side, this factor could have been created based on the people's participation. A wealthy family can provide the individual not only with economic support but also with social contacts. As well as it can be interconnected with political connections and knowing the right people. Therefore, this factor can be considered as the one which is fully based on having the relevant contacts.

In 2009 some of the variables disappeared and bribes attribute was added to the research design. In the case of the Czech Republic, it has not changed the redistribution of variables dramatically, but in the Russian case, the formation of certain factors is different. The economic and socially approved strategies for getting ahead in life are the ones that are in the focus. As it is visible from table 3.4.2, the socially desirable strategy based on personal efforts consists only of hard work, ambitions, and good education of the individual. This change shows us the similarities with the same Czech strategy. So, this redistribution formed the variable, which is purely based on individual, during the analysis the family-related attributes were not included in this factor.

Russia 2009			
	Factor 1	Factor 2	Factor 3
Wealthy Family	0.81	-0.10	-0.07
Right People	0.75	0.10	-0.07
Political Connection	0.69	-0.04	0.15
Well-Educated Parents	0.63	0.25	-0.04
Bribes	0.62	-0.16	0.24
Hard Work	-0.17	0.82	0.03
Ambition	0.02	0.73	0.07
Good Education	0.21	0.71	-0.06
Religion	-0.08	0.00	0.89
Race	0.09	-0.02	0.81
Gender	0.04	0.09	0.78
Cronbach's α	0.77	0.64	0.77

Tab 3.4.2. Principal component matrix of factors for Russia 2009

The factor of socio-economic success in 2009 included in itself the following variables: wealthy family, right people, political connection, well-educated parents, and bribes. It is important to notice that this model was generated by SPSS based on the same set up as the Czech population. During the manual set up of 4 factors, the system did not generate the same attributes as in the Czech case and only separated one variable away from others. This component matrix represents that first factor is formed by highly loading variables and these values show us the high correlation rate of variables with the following factor.

In the dataset of 2019, the instability of the factors over time has become even more visible. While in the Czech Republic the factors vary only because of the research design, factors for the Russian population vary also due to the place changes of variables in a particular factor. For example, the variable of the importance of well-educated parents migrated from a socially economic factor to the factor of personal efforts and education (tab.3.4.3).

Russia 2019			
	Factor 1	Factor 2	Factor 3
Political Connection	0.84	0.03	0.10
Right People	0.82	0.08	0.10
Bribes	0.67	-0.21	-0.14
Wealthy Family	0.64	0.08	-0.13
Good Education	0.03	0.84	0.01
Hard Work	-0.10	0.76	0.09
Well-Educated Parents	0.16	0.61	-0.24
Gender	0.02	0.00	-0.74
Race	0.10	-0.03	-0.80
Religion	-0.12	0.04	-0.89
Cronbach's α	0.74	0.59	0.76

Tab 3.4.3. Principal component matrix of factors for Russia 2019

The most stable factor of all 3 identified is the ascriptive strategy which has not been changed throughout the analysis. However, the factor of political and social connections is now loaded only with the following attributes: political connections, knowing the right people, bribes, and wealthy family. The nature of the attributes has an economic basis and connected to the importance of such background. Moreover, during the manual simulation of the creation of the 4th factor, both family attributes were still separated and did not create the family factor. This leads to the point that the general logic behind this factor is that personal success in life will be identified by the success level of people around a particular person. Regarding the factor based on personal hard work and education, the attribute of well-educated parents fits into this model. The focus of this factor is made on the achievement which can be accomplished only through knowledge. For the Russian community, these principles have been embodied not only through personal interaction but also through the agents of socialization like the educational system, socially appraised attitudes, etc. Even one of the most popular folklore phrases is based on education – “Learning/knowledge is the light and ignorance is darkness”. Education as the concept of success is one of the most useful and widely believed ones. As it was mentioned before, personal efforts are

supported by society and considered to be the socially desirable type of behaviour. For example, from the other side, the behaviour of the person who refuses to pursue any kind of studies is considered deviant. Also, there is a scale of education in society that represents the status of a person. The individual with a secondary education level only will have fewer opportunities than the person who finished post-doctoral studies and has an academic degree. The relevant level of education gives a person access to certain benefits in society. As an example, having a certain university degree will enable the person to be a manager in the corporate environment, while the specialised technical education will give an opportunity to participate in the labour market of certain professions.

From my point of view, the factors of economic and political success and the personal efforts strategy should highly correlate with each other because in real-life it is most likely to be so. The higher the educational level is, the higher chances for a person to achieve success in the relevant positions are. If the position of an individual is above the average, this would impact the financial and economic well-being. Moreover, this will give an opportunity to communicate with people with a higher social level and so on. Therefore, it can be assumed that these factors will be interconnected and will be highly correlated with each other. This hypothesis will be reviewed and evaluated in the next chapter of the work.

3.5. Comparison of the importance of strategies for getting ahead in life for the Czech Republic and Russia

Based on the received factors, the importance of each factor should be checked in order to determine the most prevailing one and compare which society appreciates more the chosen strategy. Some of the factors are crossing between the societies (for example, the ascriptive strategy of success), however, in the Czech Republic, the number of factors is higher by 1, which will represent us the more particular overview of received data. For each of the countries, there will be an internal retrospective analysis of how the views and attitudes have been

transforming throughout time. Also, both countries results will be compared at the very end because the factors are mismatching and the set of variables in each factor is different. Only the results of ascriptive strategy for getting ahead in life can be compared because in each wave of the research this strategy in both countries was formed by the same set of variables.

In addition, even though the factors which were created during the analysis had almost the same set of variables, their order is different. For each of the factor, the indexes have been created. The formula which was used to calculate the index for the factor is the following:

$$\text{Factor index} = (\text{Variable } 1 + \dots + \text{Variable } n) / n,$$

where variables are the attributes that load the factor, and n is the number of loading variables in the factor.

For the convenience of the perception of the data, the factors for the Czech Republic are coded in the tables below in the following way:

1. Success strategy that is based on race, religion, gender – Ascriptive.
2. Socially desirable strategy for getting ahead in life – Personal (efforts). One of the factors in the 2019 dataset was created and loaded only by one variable of hard work, therefore, the index has not been created, the general mean value was calculated.
3. The strategy that is based on the financial and family background – Family.
4. Political strategy for getting ahead in life (bribes, right people, political connections) – Political.

As it can be seen from table 3.5.1, the factor of personal efforts (later in 2019 – hard work only) is the factor which is evaluated by the Czech population as important in all waves and takes the first place among the others. Also, on the other side of the scale, there is an ascriptive strategy for getting ahead in life. In all years, population of the Czech Republic evaluated it as a not important factor.

It means that people do not feel that their religious denomination, race, gender or place they were born in play a role in their life success.

The Czech Republic			
1992			
Success strategy	N	Mean	Std. deviation
Personal efforts	1060	3.79	0.69
Political	1027	2.97	0.79
Family	1039	2.64	0.78
Ascriptive	941	1.93	0.61
Valid N (listwise)	847		
2009			
Personal efforts	1190	3.98	0.81
Family	1185	2.93	0.91
Political	1124	2.82	0.91
Ascriptive	1163	2.23	0.91
Valid N (listwise)	1083		
2019			
Hard Work*	1918	3.94	0.95
Family	1908	2.69	0.87
Political	1836	2.56	0.83
Ascriptive	1860	2.31	0.90
Valid N (listwise)	1787		

Tab 3.5.1. Importance of created factors for the population of the Czech Republic in 1992, 2009 and 2019

The situation with political and family strategies is slightly different. At the beginning of 1992, the political strategy slightly prevailed and remained somehow important for the Czech population. Over the decades, this situation has changed, and the importance of personal good education, wealthy family and well-educated parents has started being above the political connections. This may be caused by the fact that as of 2009 in the research design the bribes variable was included. Bribes are not considered to be important for getting ahead in life in the Czech society, therefore this attribute lowered the value of the political strategy overall.

It is also important to check if the strategies in society correlate with each other and if so, the likelihood of choice for which factor is increasing and interconnected with the other one. From the component correlation matrix (tab.3.5.2.), it is visible that in 1992 the correlation between the factors was low and values go closer to zero, which means that the factors are not interconnected with each other and in case one of the values in particular factor grows, it does not impact any other strategy. However, from 2009 results there is a visible relationship between family and political strategies. The correlation between these strategies is 0.33, which means that there is an intermediate positive linear relationship. So, in case people select family-related strategy as the main one, it is more likely that they will also select the political strategy for getting ahead in life. From other points, ascriptive strategy correlates negatively with family and political strategy (-0.33 and -0.35 accordingly). So, if a person chooses an ascriptive strategy, with the lower likelihood the family- and politically related factors will be chosen. However, the current situation, based on the 2019 dataset, is that ascriptive strategy positively correlates with both previous strategies (0.35 and 0.24 accordingly). In addition, the ascriptive factor correlates with hard work in a slightly negative way (-0.24). It is likely that people who choose hard work as the strategy for getting ahead in life will not choose the ascriptive strategy as an important one for their success. Even though according to the analysis the only one attribute forms the strategy, it cannot be claimed that there is a negative relation with the whole factor of personal efforts. In the waves of 1992 and 2009, there were 2 or 3 variables included and the connection between factors was not visible at all. Therefore, due to the current research design, we cannot claim that the negative correlation would still exist if there were more variables in the analysis.

The Czech Republic				
Component Correlation Matrix				
1992				
Component	Ascriptive	Personal	Family	Political
Ascriptive	1	-0.02	-0.10	-0.14
Personal	-0.02	1	-0.09	-0.07
Family	-0.10	-0.09	1	0.18
Political	-0.14	-0.07	0.18	1
2009				
Component	Ascriptive	Personal	Family	Political
Ascriptive	1	-0.10	-0.33	-0.35
Personal	-0.10	1	-0.11	-0.09
Family	-0.33	-0.11	1	0.33
Political	-0.35	-0.09	0.33	1
2019				
Component	Family	Hard Work	Ascriptive	Political
Family	1	-0.13	0.35	0.32
Hard Work	-0.13	1	-0.24	-0.07
Ascriptive	0.35	-0.24	1	0.24
Political	0.32	-0.07	0.24	1

Tab 3.5.2. Correlation of the factors among each other for the data of the Czech Republic in 1992, 2009 and 2019

Moving forward, the same as for the Czech Republic, for the convenience of the perception of the data, the factors for Russia are coded in the tables below in the following way (tab.3.5.3):

1. Success strategy that is based on ascriptive characteristics, such as race, religion, gender – Ascriptive.
2. Socially desirable strategy for getting ahead in life. This strategy includes personal hard work, education, and ambitions – Personal.
3. The strategy of getting ahead in life based on the political connections and financial well-being – Political and Economic.

4. As far as the variables which are family-related migrates from one factor to another, Family-word has been added to the factors accordingly.

Russia			
1992			
Factor	N	Mean	Std. deviation
Personal and Family (PersonFam)	1485	3.45	0.70
Political and Economic (PolitEc)	1313	3.12	0.91
Ascriptive	1276	2.14	0.61
Valid N (listwise)	927		
2009			
Political, Economic and Family (PolitEcFam)	1489	3.77	0.74
Personal	1266	3.06	0.84
Ascriptive	1426	1.93	0.83
Valid N (listwise)	1169		
2019			
Political, Economic and Family (PolitEcFam)	1544	3.59	0.79
Personal and Family (PersonFam)	1316	2.97	0.91
Ascriptive	1494	1.87	0.87
Valid N (listwise)	1246		

Tab 3.5.3. Importance of created factors for the population of Russia in 1992, 2009 and 2019

The most stable factor from the Russian list is ascriptive strategy. People in Russia do not consider such attributes as religion, race, and gender as important for their success. The highest value of the factor was in 1992 when the parameters of the region and political beliefs were included. However, the value was slightly above the “not important” level which does not change the results significantly. The factors connected to family, personal efforts, economic and political connections are located near each other, however, as of 2009 political and economic strategies for getting ahead in life dominates. These attributes are prevailing in the thoughts of the Russian population, and it is considered as important to have political connections, know the right people, give bribes, and

be from a wealthy family to be promoted in life. Personal efforts strategy was in the first place in 1992 and this may be connected to the availability of natural abilities attribute. As soon as this attribute was removed from the research design and bribes were added, the situation has changed. Personal hard work and good education are still considered as attributes that would help the individual; however, they lose their dominant position to political-economic strategy. Moreover, the correlation between these strategies in all waves of ISSP research is either insignificant or missing at all (tab.3.5.4). Therefore, the linear relation of these components cannot be claimed to exist.

Component Correlation Matrix			
1992			
Component	Ascriptive	PersonFam	PolitEc
Ascriptive	1	0.19	-0.24
PersonFam	0.19	1	-0.15
PolitEc	-0.24	-0.15	1
2009			
Component	PolitEcFam	Personal	Ascriptive
PolitEcFam	1	0.14	0.30
Personal	0.14	1	-0.02
Ascriptive	0.30	-0.02	1
2019			
Component	PolitEcFam	PersonFam	Ascriptive
PolitEcFam	1	0.09	-0.34
PersonFam	0.09	1	-0.10
Ascriptive	-0.34	-0.10	1

Tab 3.5.4. Correlation of the factors among each other for the data of Russia in 1992, 2009 and 2019

Even though the correlation between factors formed for Russian society seems to be low, there is the correlation of strategy of family, political and economic attributes and ascriptive one. In 2009 it was equal to 0.30, while in 2019 this value is -0.34. The difference of the factors is that well-educated parents were included in this strategy in 2009. It can be assumed that having this variable in the factor and selecting it as important for getting ahead in life will also impact

positively on the selection of ascriptive strategy. In 2019 the correlation is diametrically opposite. If an individual selects the economic strategy, the ascriptive factor is less likely to be chosen.

To sum up, the received data for both countries leads us to the point that in general people's beliefs and attitudes remained stable over time and they do not tend to change their behaviour. The pattern of the success can be explained as the cross-cultural model for the population of the Czech Republic and Russia. Personal efforts are considered to be important in society and such a strategy can promote an individual to reach a certain goal in society. In addition, this strategy is socially approved and appreciated. Also, for both societies, it is characteristically that the ascriptive strategy for getting ahead in life is not important. This result can be a symbol of the equality of rights and available space for opportunities regardless of race, religion, or gender. It is obvious that in every society certain segregation can be applied (for example, economic, educational, etc.), but the features which individual was born with, inherited, or developed throughout the time for himself/herself are not impacting any life chances. Therefore, a person is free to achieve any goal and not to worry that any of the inseparable characteristics will be under judgement or pressure.

4. The forming factors of the strategies for getting ahead in life

The factors which were received from the analysis represent the views of nations that have been formed for different reasons. Some of the values can be an outcome of the education at home, some of them – of the strategies widely promoted in mass media, etc. Every factor has its own basis and the reason why its level is higher or lower than others. Therefore, as the focus of this part, the strategies of 2019 were taken. As far as this data is the closest to the current state, it is important to check if some of the basic ascriptive attributes like age and sex of individual and years of full-time schooling impact the factors as an indicator of individual education. During the analysis, it was identified that these attributes

explain from 0.5 to 4% of the variance in the Czech data and 0.1-0.6% for Russian data. Even though the results are statistically significant, the percentage of explained variance is extremely low. These attributes do not form any connection with the factors and should not be included in further regression models. Therefore, the initial research hypothesis that variance of the factors for both countries can be explained through these attributes is rejected.

However, there is a different situation with the regression models in which factors are used both as independent and dependent variables. These factors, depending on the focus, can explain other factors or can be explained through them. Further, the following scheme will be taken as a basis for the equations:

$$\text{Factor } N = \text{Constant value} + \text{Factor } N+1 * \text{Beta coefficient } N+1 + \dots + \\ + \text{Factor } N+n * \text{Beta coefficient } N+n,$$

where N is the number of factors, n – number of factors, constant value and beta coefficients are the values identified during regression analysis.

The case of the Czech Republic in 2019 is slightly different due to the presence of the hard work factor. It is loaded only with one variable and this variable is only explained at the level of 2.6% (p-value < 0.001), however, as the explained variance is low, the formula for the determination of the value is not created. Regarding the first factor of family-related strategy (based on variables of the importance of wealthy family, well-educated parents, and good individual education), the variance of this factor can be explained at the level of 30.6% (p-value < 0.001). One-third of explained variance of family-related factor is the average result that could have been achieved, however, it allows us to create the formula below for our reference and identification of the level of the value:

$$\text{Family-related strategy} = 0.702 + \text{Political Strategy} * 0.439 + \\ + \text{Ascriptive} * 0.206 + \text{Hard Work} * 0.1.$$

0.702 in this equation is the value of the constant variable which will remain the same even if all other factors are not chosen. In such a case the value of family strategy will be at least 0.702.

For an ascriptive strategy for getting ahead in life the value of explained variance is 25.6% (p-value < 0.001) and the formula which can be applied is:

$$\text{Ascriptive strategy} = 1.097 + \text{Political strategy} * 0.371 + \text{Family-related strategy} * 0.234 - \text{Hard Work} * 0.94.$$

Political strategy variance is explained in the best way through the following regression. The percentage of the explained variance is 34.2% (p-value < 0.001):

$$\text{Political strategy} = 1.038 + \text{Family-related strategy} * 0.375 - \text{Hard Work} * 0.33 + \text{Ascriptive} * 0.279.$$

For Russia, the less explained factor is Personal and Family strategy. Its variance is explained only by 4% (p-value < 0.001), therefore no formula for this case is created due to the small percent of the explained. The next place goes to the Politically economic factor. The percent of the explained variance is 13.5% (p-value < 0.001) and the following formula is applied:

$$\text{Politically economic factor} = 1.928 + \text{Ascriptive} * 0.352 + \text{Personal and Family strategy} * 0.104.$$

In the Russian case, the most explained factor is the ascriptive strategy, however, it is an only a slightly higher value than in the Politically economic factor. Variance of ascriptive strategy for getting ahead in life equals 14.2% (p-value < 0.001):

$$\text{Ascriptive strategy} = 0.434 + \text{Politically economic strategy} * 0.324 + \text{Personal and Family strategy} * 0.137.$$

Such results demonstrate that the variables presented in the dataset and tested during the research are not sufficient enough to explain the variance of the Russian situation. While in the case of the Czech Republic the average percentage is approximately 30%, for Russia the average value equals 10%. This leads us to the point that Russian strategies might correlate with each other, however, they do not influence and cannot be considered as predictors while calculating the expected value. It represents that the strategies and their variance are only

impacted by the external factors which are not presented in the research and cannot be tested.

Summarizing the results of the regression analysis, it is important to mention that after checking the various ways of all possible variables that were available in the dataset, only a few variables were attributed to regression equations. The most recent data set was used for this analysis and the research design does not differ too much from the previous wave. The number of variables is almost the same, the important attribute of personal ambitions was removed, there are not enough variables that are different from the ones included in the factor analysis. This is an indicator that it is necessary to improve the tools and research design. In addition, the extended survey blocks will enable us to get a full picture of public representations about social inequality and ways of getting ahead in life.

Conclusion

Strategies for getting ahead in life are the complex beliefs which were formed by people differently within their life. These strategies can be either external (for example, socially approved strategies) or internal ones (a strategy that was formed by a certain individual based on his/her goals). The majority of the studies shows us that the perception of personal strategies is created within the course of socialization. Individual who is going through the certain events, seeing the patterns which help to achieve success, interacting with other people forms his/her view and attitude towards different approaches. It was identified that usually in societies there are four prevailing categories of achieving life success. The first one is the strategy that is based on individual contribution, efforts, and hard work. The individual ability and efforts of a person enable them to achieve more. Secondly, there is the natural type of success which is based on attributes with which the person has already been born. These attributes include in it the innate abilities, like a special talent for music, or it is a family-related factor, for example, you will most likely get ahead in life if you were born in a wealthy and well-educated family. The third factor is the socially political one. The right connections, knowing the right people and/or some illegal actions like giving bribes can promote an individual in the life. In addition, there is a strategy of cultural affiliation, also named as an ascriptive strategy for getting ahead in life. This strategy is chosen by the people who think that success can be achieved with the help of religion, race, and gender. In the 21st century when we are constantly working on reducing the impact of personal characteristics, this factor is less likely to be selected as an important one.

As far as strategies for getting ahead in life have not been fully researched, the focus of this research was on retrospective changes in the attitudes of the Czech and Russian population. To identify these differences, this research was based on International Social Survey Program for 1992, 2009, and 2019. It should be noted that the attitudes towards attributes available in the datasets have not

been dramatically changed throughout the 27-year timeline. For both populations, hard work, natural abilities, good education, and a well-educated family are considered to be important. In addition, both nations believe that race, religion, and gender are not important at all in case they would like to be promoted in life. The differences between populations are mostly visible in the decision-making scheme. The population of the Czech Republic tend to separate the attributes which are important for them for getting ahead in life and have less of the average values. In the contrast there is the Russian case, in which population tends to select the average values and consider almost all attributes as important.

The same trend can be visible from the factor analysis. For the population of the Czech Republic the following four strategies were created (placed from the most important to least important in 2019): hard work (the strategy of personal efforts and natural abilities which is represented as one variable in the 2019 dataset), family and financial background strategy, political strategy for getting ahead in life, and the strategy of cultural affiliation (ascriptive characteristics strategy). These strategies have been changing only due to the research design of each wave of the International Social Survey Program, however, there are no changes in the overall strategy structure. This shows the consistency of belief which is presented in the Czech society and represents that the strong values and appreciation of personal achievements is more important than other features.

Alternatively, for the Russian population, the changes in the research design created the chaotic picture of redistribution of the attributes. Initially, there were factors of political and economic, personal and family, and ascriptive strategies. Further, it has been transformed in 2009 into politically economic and family, personal, and ascriptive factors, and in 2019 it was established as politically economic and family, personal and family, and ascriptive strategies. The manual simulation of four factors did not create the same picture as for the data of the Czech Republic, therefore it remained in the initial set up. These results present that Russian population is more unstable in its beliefs and they can

be changed within a certain timeframe. In addition, the hectic formation of the strategies also shows us the uncertainty of the population in selecting a particular way. It can be an indicator of different scenarios: either the relevant variables were missing in the questionnaire, or the answers provided by the respondents are not reliable enough. The logic behind the strategies can be vaguely identified because there is only a partial connection between the variables within one factor.

The connection of the factors within one state seems to exist only at the intermediate level. Situation in which an individual chooses a certain behavioural pattern may also influence the choice of other strategies. The most frequent scenario in this research is when political and family strategies positively correlate with each other and negatively correlates with the factor of cultural affiliation. In the era of the diversity and inclusion approach, these results seem to represent that personal characteristics are separated from others and are not taken into the consideration because of commonly shared knowledge and beliefs in equity.

To sum up, it is worth noting that although life success strategies for the population of the Czech Republic and Russia are formed differently, there are still certain common typical patterns of ideas about getting ahead in life. Personal efforts and socio-economic strategy are the most common and socially supported factors in every society. These strategies can be explained through the common past of these two countries; however, the same strategies may be applied for other states which are not interconnected to each other. Commonly shared approaches which are socially approved can be spread on a worldwide level.

In general, it is important to highlight the limitation of this research as well as the opportunities to improve it. For further, more thorough research, it is necessary to improve the tools, because during the analysis there were not enough variables to check some hypotheses. The information received during the 2019 research gave the great opportunity and ground to check the people's attitudes and strategies before coronavirus pandemic, which in future can be a great

reference point for the studies. As far as life around the world has dramatically changed over the last year, it is also continuing to transform itself. Such multidimensional processes change both common ways of living and social interaction and communication overall. This research can be used as a basis for global research of the strategies for getting ahead in life and future comparison of attitudes as a representation of pre-covid beliefs.

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